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May 12, 2005

Via Electronic Filing

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., TW-A325
Washington, D.C. 20554

Re: Children's Television Obligations of Digital Television Broadcasters, MM Docket No. 00-167

Dear Ms. Dortch:

Pursuant to section 1.1206(b)(2) of the Commission's rules, we hereby submit this notice regarding an *ex parte* meeting in the above-referenced proceeding.

On Thursday, May 12, 2005, representatives of the Children's Media Policy Coalition ("Coalition") met with Commissioner Abernathy and her Legal Advisor Matthew Brill. Coalition members in attendance were: Todd Haiken of the National PTA; Dr. Dale Kunkel of the University of Arizona; Patti Miller of Children Now; Jeff McIntyre of the American Psychological Association; and Angela Campbell of the Institute for Public Representation at Georgetown University Law Center.

The Coalition members thanked the Commissioner for her role in the adoption of the September 9, 2004 Order in the above referenced proceeding. Coalition members expressed the view that the Commission's rules provided reasonable and workable protections for children and required nothing more than some additional clarification on reconsideration.

The Coalition members also discussed the Comments and Reply Comments the Coalition filed in response to the Further Notice of Proposed Rulemaking in the above referenced proceeding. The Coalition noted their support of the Commission's tentative conclusion to prohibit interactive advertising during children's programming and urged the Commission to act promptly. Members of the Coalition emphasized that they supported the use of interactivity to benefit

children, but did not think it was necessary to expose children to interactive advertising in order to gain these benefits.

The Coalition members also left copies of a Media Policy Brief on Interactive Advertising and Children which was prepared by Children Now and an article from the San Francisco Chronicle on childhood obesity and marketing. These documents are attached to this filing.

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above referenced docket. If you have any questions regarding this filing please do not hesitate to contact me at (202) 662-9543.

Respectfully Submitted,

/s/

Angela J. Campbell

Attachments

CC:
Commissioner Abernathy
Matthew Brill